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# 1967 CENSUS OF BUSINESS

BC67-MRC-34



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## MAJOR RETAIL CENTERS

in Standard Metropolitan  
Statistical Areas

## NORTH CAROLINA

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The 1967 Census of Business reports will comprise eight volumes:

- Vols. I, II, III, IV—Retail Trade
- Vols. V, VI—Wholesale Trade
- Vols. VII, VIII—Selected Services

Retail Trade reports are issued first as separate preprints and then brought together in the following volumes:

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A U.S. summary chapter and chapters presenting tabulations based on the following characteristics of individual establishments: sales-size; employment-size; single or multiunit ownership; and legal form of ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business. This volume consists of the subject reports previously issued as series BC67-RS.

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#### **VOL. III. MAJOR RETAIL CENTERS**

A summary chapter and a chapter for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each chapter presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA's. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business. This volume consists of the major retail center reports previously issued as series BC67-MRC

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A U.S. summary chapter and chapters for each State. Each chapter presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business. This volume consists of the reports previously issued as series BC67-MLS.

Issued May 1970

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# 1967 CENSUS OF BUSINESS



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## MAJOR RETAIL CENTERS

in Standard Metropolitan  
Statistical Areas

### NORTH CAROLINA



**U.S. DEPARTMENT OF COMMERCE** Maurice H. Stans, Secretary  
Rocco C. Siciliano, Under Secretary  
Harold C. Passer, Assistant Secretary for Economic Affairs  
**BUREAU OF THE CENSUS** George Hay Brown, Director



# Introduction

**AUTHORITY AND SCOPE**—The economic censuses are required by law under Title 13, United States Code, sections 131, 191, and 224. The 1967 Census of Business portion of the economic censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies, and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

**KINDS OF BUSINESS COVERED**—This series of reports provides findings only for retail stores in the areas covered. Data for nonstore retailers are not included in these reports. For definitions, see appendix A.

**AREAS COVERED**—This series consists of a summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Data for SMSAs which cross State lines, appear only in the State report in which the SMSA is primarily located. Each report presents data for the major retail centers (MRC's) in the SMSA's. Data are also shown for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA.

**DELINEATION OF MAJOR RETAIL CENTERS**—Two types of major retail centers have been delineated for these reports: (1) Central business districts (CBD's); and (2) concentrations of retail stores (other than CBD's) located in each SMSA.

Since there were no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau (1) in

consultation with local census tract committees defined a CBD as "an area of very high land valuation; an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or more whole census tracts. The emphasis on tract boundaries was based on the fact that census statistics other than those derived from the Census of Business are identified in terms of tract location and therefore can conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of area segments not consistent with the first criterion or to the exclusion of small segments which clearly belonged within the first criterion. It was believed that these shortcomings generally would not prove to be serious and that the differences in area probably would not significantly affect the totals for the items being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time.

In some cities previously established CBD's or similar areas which substantially corresponded to the Census Bureau's requirements for CBD's were accepted for use in the Bureau's program.

Major retail centers (MRC's) are defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas but outside of the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which is classified as a department store.

MRC's include not only the planned suburban shopping centers but also the older "string" street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved, to include all of the center.



Because MRC's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) without infringement of the Bureau's legal requirement for maintenance of confidentiality. For this reason, it is necessary to limit the sales figures for MRC's to only—

1. Retail stores, total.
2. Convenience goods stores, i.e., food stores (SIC 54); eating and drinking places (SIC 58); and drug, proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53 part); apparel, accessory stores (SIC 56); and furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 59, except 591).

This report series was started as a part of the 1954 Census of Business, at which time data were provided for a total of 95 CBD's. In the 1958 Census of Business additional CBD's were defined and MRC's were identified for the first time. At that time data were published for

109 CBD's and for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's located in 116 SMSA's and for 972 MRC's. The present series will include data for about 1,700 MRC's located in the 230 SMSA's in the United States and for 134 CBD's.

**CENSUS DISCLOSURE RULES**—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

**STANDARD METROPOLITAN STATISTICAL AREAS**—The standard metropolitan statistical areas (SMSA's) included in these reports are those defined by the Bureau of the Budget in 1967.<sup>1</sup>

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<sup>1</sup>Executive Office of the President, Bureau of the Budget, **Standard Metropolitan Statistical Areas, 1967**, as amended January 15, 1968.

MAJOR RETAIL CENTERS  
IN STANDARD METROPOLITAN  
STATISTICAL AREAS

# North Carolina

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# ASHEVILLE, N.C.

Standard Metropolitan Statistical Area



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# ASHEVILLE, N.C.

## City and Major Retail Centers



① Major Retail Centers



TABLE 1. Major Retail Centers in the SMSA: 1967

ASHEVILLE SMSA--Coextensive with Buncombe County, N.C.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)			
			No. 1	No. 2	No. 3	No. 4
	RETAIL STORES, TOTAL: <sup>1</sup>					
	NUMBER. . . . .	1 207	17	24	41	213
	SALES . . . . . \$1,000. . .	241 540	6 620	7 803	26 443	61 623
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER. . . . .	463	5	6	12	58
	SALES . . . . . \$1,000. . .	75 011	2 371	3 706	(0)	6 945
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>					
	NUMBER. . . . .	195	7	10	6	79
	SALES . . . . . \$1,000. . .	60 885	3 632	3 345	(0)	32 353
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER. . . . .	549	5	8	23	76
	SALES . . . . . \$1,000. . .	105 644	617	752	11 235	22 325
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 207	17	24	41	213
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS . . . . .	47	1	1	5	5
5251	HARDWARE STORES . . . . .	17	1	1	2	1
52 EX. 5251	OTHER . . . . .	30	-	-	3	4
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	50	3	4	2	11
531	DEPARTMENT STORES . . . . .	10	1	1	2	5
533	VARIETY STORES. . . . .	16	2	2	-	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . .	24	-	1	-	4
54	FOOD STORES . . . . .	217	1	2	7	14
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	80	1	1	10	10
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	201	1	1	5	7
56	APPAREL AND ACCESSORY STORES. . . . .	77	3	4	2	43
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	27	1	1	-	16
562	WOMEN'S READY-TO-WEAR STORES. . . . .	21	1	1	-	12
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	50	2	3	2	27
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	68	1	2	2	25
5712	FURNITURE STORES. . . . .	31	-	-	-	13
OTHER 571	HOME FURNISHING STORES. . . . .	12	1	1	1	4
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	25	-	1	1	8
58	EATING AND DRINKING PLACES. . . . .	201	4	3	4	36
5812	EATING PLACES . . . . .	175	4	3	4	29
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	26	-	-	-	7
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	45	-	1	1	8
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	221	2	5	3	54
592	LIQUOR STORES . . . . .	15	-	-	1	2
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	6	-	-	-	3
597	JEWELRY STORES. . . . .	18	-	-	-	10
5992	FLORISTS. . . . .	26	-	-	1	5

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. <sup>1</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes planned center known as "Westgate Center" at intersection of Patton Ave. and Craven St. (Asheville)

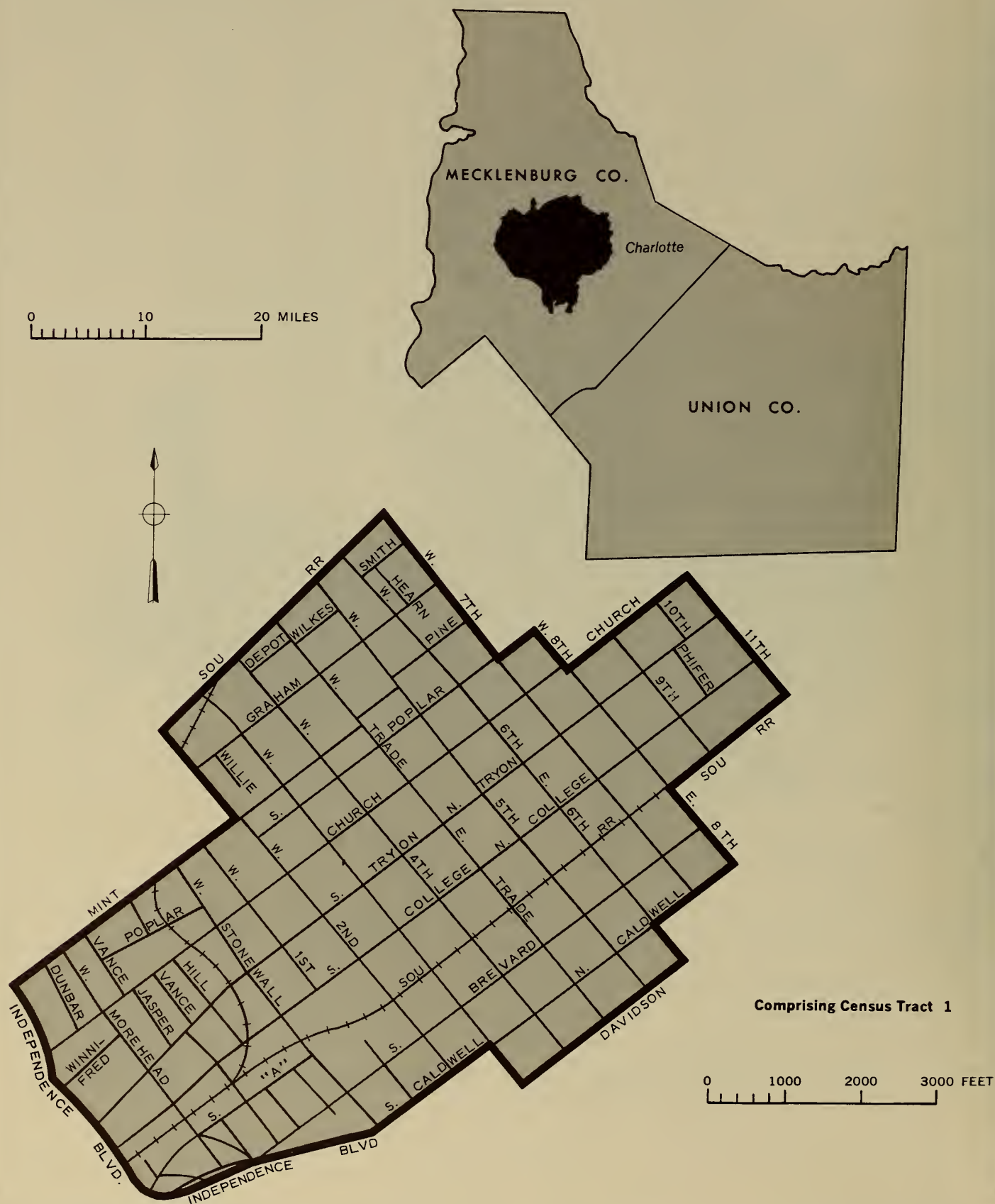
MRC No. 2 Includes planned center known as "Tunnel Road Shopping Center" on Tunnel Road (Hwy No. 74) between 45 and 101. (Asheville)

MRC No. 3 Includes unplanned area known as "Sky City" on Patton Ave. between Louisiana Ave. and Hazel Mill Rd. (Asheville)

MRC No. 4 Includes the establishments in the area bounded by: Crosstown Expwy., Oak, Valley, Carroll Ave., Biltmore Ave., Hilliard Ave., Pearl, S. Ann, Patton Ave., Carter Ave., Haywood and Montford Ave. (Asheville city) Tract 1

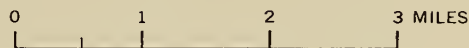


# Standard Metropolitan Statistical Area and Central Business District





## City and Major Retail Centers



BUREAU OF THE CENSUS

TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	271	147 879	20 589	5 492	339	162 716	20 072
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	4	583	79	14	3	(D)	(D)
5251	HARDWARE STORES. . . . .	1	(D)	(D)	(D)	1	(D)	(D)
52 EX. 5251	OTHER. . . . .	3	(D)	(D)	(D)	2	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	10	51 269	8 941	2 970	19	47 415	7 597
531	DEPARTMENT STORES. . . . .	3	48 364	8 366	2 695	3	43 403	6 829
533	VARIETY STORES . . . . .	4	2 851	(D)	(D)	4	2 902	632
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	3	54	(D)	(D)	12	1 110	136
54	FOOD STORES. . . . .	18	1 789	179	47	19	1 860	190
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	16	50 271	4 507	677	29	75 171	5 931
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	18	1 525	138	43	28	(D)	(D)
56	APPAREL AND ACCESSORY STORES . . . . .	54	15 800	2 481	657	68	13 001	2 267
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	17	8 863	1 432	352	28	6 390	1 180
562	WOMEN'S READY-TO-WEAR STORES . . . . .	10	8 174	1 328	317	20	6 150	1 133
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	37	6 937	1 049	305	40	6 611	1 087
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	11	2 993	567	129	15	(D)	(D)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	5	(D)	(D)	(D)	3	531	86
566	SHOE STORES <sup>3</sup> . . . . .	14	2 711	334	99	18	2 424	365
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	2	(D)	(D)	(D)	4	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	32	11 398	1 889	359	29	7 773	1 465
5712	FURNITURE STORES . . . . .	17	6 235	1 190	228	10	3 924	781
OTHER 571	HOME FURNISHINGS STORES. . . . .	2	(D)	(D)	(D)	3	179	59
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	13	(D)	(D)	(D)	16	3 670	625
58	EATING AND DRINKING PLACES . . . . .	47	4 205	863	402	60	4 439	1 063
5812	EATING PLACES. . . . .	46	(D)	(D)	(D)	57	4 338	1 056
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	1	(D)	(D)	(D)	3	101	7
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	8	2 393	372	85	10	1 647	253
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	64	8 646	1 140	238	74	9 141	1 062
592	LIQUOR STORES. . . . .	2	(D)	(D)	(D)	2	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	1	(D)	(D)	(D)	1	(D)	(D)
597	JEWELRY STORES . . . . .	14	1 944	351	76	14	1 664	290
5992	FLORISTS . . . . .	5	440	89	24	9	414	88

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 982	547 097	65 378	17 540	1 707	378 497	42 627
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	61	19 364	2 367	468	59	14 173	1 381
5251	HARDWARE STORES. . . . .	24	(D)	(D)	(D)	28	(D)	(D)
52 EX. 5251	OTHER. . . . .	37	(D)	(D)	(D)	31	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	84	97 221	13 822	4 376	59	59 579	9 131
531	DEPARTMENT STORES. . . . .	12	(D)	(D)	(D)	6	(D)	(D)
533	VARIETY STORES . . . . .	27	8 912	(D)	(D)	23	8 024	1 432
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	45	(D)	(D)	(D)	30	(D)	(D)
54	FOOD STORES. . . . .	300	104 665	7 645	2 109	290	78 950	5 367
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	124	120 399	11 208	1 823	117	92 322	7 539
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	370	38 077	3 685	1 090	304	25 706	2 445
56	APPAREL AND ACCESSORY STORES . . . . .	157	33 180	4 878	1 335	149	25 395	4 156
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	64	16 232	2 475	631	55	10 068	1 726
562	WOMEN'S READY-TO-WEAR STORES . . . . .	49	(D)	(D)	(D)	41	9 115	1 533
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	93	16 948	2 403	704	94	15 327	2 430
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	22	(D)	(D)	(D)	21	4 530	779
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	14	(D)	(D)	(D)	24	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	37	5 107	649	188	40	4 366	631
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	11	(D)	(D)	(D)	9	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	164	35 123	5 701	1 123	104	17 378	2 900
5712	FURNITURE STORES . . . . .	54	14 693	2 445	460	40	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES. . . . .	39	5 840	1 117	252	21	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	71	14 590	2 139	411	43	(D)	(D)
58	EATING AND DRINKING PLACES . . . . .	366	35 413	8 118	3 331	307	20 104	4 327
5812	EATING PLACES. . . . .	340	34 175	7 920	3 256	288	19 384	4 265
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	26	1 238	198	75	19	720	62
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	59	18 707	2 891	747	68	12 129	1 970
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	297	44 948	5 063	1 138	250	32 761	3 411
592	LIQUOR STORES. . . . .	18	(D)	(D)	(D)	18	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	13	1 318	(D)	(D)	13	1 050	174
597	JEWELRY STORES . . . . .	25	(D)	(D)	(D)	23	1 595	296
5992	FLORISTS . . . . .	36	2 205	(D)	(D)	38	1 647	379

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

CHARLOTTE SMSA—Consists of Mecklenburg and Union Counties, N.C.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12  (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	2 817	653 581	74 272	20 029	2 505	468 942	50 592
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	91	28 201	3 414	683	91	20 530	2 150
5251	HARDWARE STORES. . . . .	32	4 232	(D)	(D)	40	4 323	548
52 EX. 5251	OTHER. . . . .	59	23 969	(D)	(D)	51	16 207	1 602
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	127	103 828	14 611	4 667	100	65 724	9 758
531	DEPARTMENT STORES. . . . .	13	86 602	12 300	3 799	7	50 281	7 560
533	VARIETY STORES . . . . .	36	9 656	(D)	(D)	32	8 737	1 523
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	78	7 570	(D)	(D)	61	6 706	675
54	FOOD STORES. . . . .	512	127 754	8 963	2 474	536	101 284	6 443
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	190	145 261	12 980	2 152	174	109 060	8 574
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	528	51 600	4 457	1 343	438	35 878	3 207
56	APPAREL AND ACCESSORY STORES . . . . .	193	36 417	5 250	1 489	181	28 074	4 486
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	76	17 147	2 574	672	67	10 738	1 796
562	WOMEN'S READY-TO-WEAR STORES . . . . .	60	15 375	2 321	604	53	9 785	1 603
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	117	19 270	2 676	817	114	17 336	2 690
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	24	6 300	1 066	258	23	(D)	(D)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	20	5 484	699	280	34	7 225	1 086
566	SHOE STORES <sup>3</sup> . . . . .	49	(D)	(D)	(D)	45	4 656	675
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . .	11	(D)	(D)	(D)	12	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	212	38 753	6 178	1 232	141	21 267	3 559
5712	FURNITURE STORES . . . . .	81	16 903	2 733	528	63	9 642	1 642
OTHER 571	HOME FURNISHINGS STORES. . . . .	49	6 192	1 172	271	26	3 100	555
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	82	15 658	2 273	433	52	8 525	1 362
58	EATING AND DRINKING PLACES . . . . .	476	41 639	9 143	3 756	406	26 782	5 764
5812	EATING PLACES. . . . .	441	39 812	8 883	3 653	380	25 388	5 635
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	35	1 827	260	103	26	1 394	129
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	75	21 415	3 306	853	86	14 144	2 284
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	413	58 713	5 970	1 380	352	46 199	4 367
592	LIQUOR STORES. . . . .	28	(D)	(D)	(D)	24	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	24	1 722	245	54	17	1 094	174
597	JEWELRY STORES . . . . .	30	3 451	639	142	27	1 977	361
5992	FLORISTS . . . . .	51	2 576	524	167	52	1 896	419

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	-9.1	44.5	39.4	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	(D)	36.6	37.4	0.4	3.5	4.3
5251	HARDWARE STORES . . . . .	(D)	(D)	-2.1	(D)	(D)	0.6
52 EX. 5251	OTHER . . . . .	(D)	(D)	47.9	(D)	(D)	3.7
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	8.1	63.2	58.0	34.7	17.8	15.9
531	DEPARTMENT STORES . . . . .	11.4	(D)	72.2	32.7	(D)	13.2
533	VARIETY STORES . . . . .	-1.8	11.1	10.5	1.9	1.6	1.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	-95.1	(D)	12.9	(Z)	(D)	1.2
54	FOOD STORES . . . . .	-3.8	32.6	26.1	1.2	19.1	19.5
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	-33.1	30.4	33.2	34.0	22.0	22.2
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	(D)	48.1	43.8	1.0	7.0	7.9
56	APPAREL AND ACCESSORY STORES . . . . .	21.5	30.6	29.7	10.7	6.1	5.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	38.7	61.2	59.7	6.0	3.0	2.6
562	WOMEN'S READY-TO-WEAR STORES . . . . .	32.9	(D)	57.1	5.5	(D)	2.4
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	4.9	10.6	11.1	4.7	3.1	3.0
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	46.6	102.1	82.2	7.7	6.4	5.9
5712	FURNITURE STORES . . . . .	58.9	(D)	75.3	4.2	2.7	2.6
OTHER 571	HOME FURNISHINGS STORES . . . . .	(D)	(D)	99.7	(D)	1.1	0.9
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES . . . . .	(D)	(D)	83.7	(D)	2.6	2.4
58	EATING AND DRINKING PLACES . . . . .	-5.3	76.1	55.5	2.9	6.5	6.4
5812	EATING PLACES . . . . .	(D)	76.3	56.8	(D)	6.3	6.1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	(D)	71.9	31.1	(D)	0.2	0.3
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	45.3	54.2	51.4	1.6	3.4	3.3
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>2</sup> . . . . .	-5.4	37.2	27.1	5.8	8.2	9.0
592	LIQUOR STORES . . . . .	(D)	(D)	(D)	(D)	(D)	(D)
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	(D)	25.5	57.4	(D)	0.2	0.3
597	JEWELRY STORES . . . . .	16.8	(D)	74.5	1.3	(D)	0.5
5992	FLORISTS . . . . .	6.3	33.9	35.9	0.3	0.4	0.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	27.2	22.6
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	3.0	2.1
5251	HARDWARE STORES . . . . .	(D)	(D)
52 EX. 5251	OTHER . . . . .	3.0	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	52.7	49.4
531	DEPARTMENT STORES . . . . .	(D)	55.8
533	VARIETY STORES. . . . .	32.0	29.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	(D)	0.7
54	FOOD STORES . . . . .	1.7	1.4
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	41.8	34.6
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	4.0	3.0
56	APPAREL AND ACCESSORY STORES. . . . .	47.6	43.4
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	54.6	51.7
562	WOMEN'S READY-TO-WEAR STORES. . . . .	(D)	53.2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	40.9	36.0
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	(D)	47.5
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	20.1	(D)
566	SHOE STORES <sup>3</sup> . . . . .	53.1	(D)
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	32.5	29.4
5712	FURNITURE STORES. . . . .	42.4	36.9
OTHER 571	HOME FURNISHINGS STORES . . . . .	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	(D)	(D)
58	EATING AND DRINKING PLACES. . . . .	11.9	10.1
5812	EATING PLACES . . . . .	(D)	(D)
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	(D)	(D)
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	12.8	11.2
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	19.2	14.7
592	LIQUOR STORES . . . . .	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS . . . . .	(D)	(D)
597	JEWELRY STORES. . . . .	(D)	56.3
5992	FLORISTS. . . . .	20.0	17.1

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. <sup>T</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)	
				No. 1	No. 3
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	2 817	271	34	34
	SALES . . . . . \$1,000. .	653 581	147 879	14 930	27 905
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	1 063	73	8	10
	SALES . . . . . \$1,000. .	190 808	8 387	5 897	11 580
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	532	96	16	17
	SALES . . . . . \$1,000. .	178 998	78 467	6 722	15 376
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	1 222	102	10	7
	SALES . . . . . \$1,000. .	283 775	61 025	2 311	949
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	2 817	271	34	34
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS . . . . .	91	4	-	1
5251	HARDWARE STORES . . . . .	32	1	-	-
52 EX. 5251	OTHER . . . . .	59	3	-	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	127	10	3	5
531	DEPARTMENT STORES . . . . .	13	3	1	3
533	VARIETY STORES. . . . .	36	4	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	78	3	1	1
54	FOOD STORES . . . . .	512	18	4	4
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	190	16	1	1
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	528	18	4	2
56	APPAREL AND ACCESSORY STORES. . . . .	193	54	11	6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	76	17	3	2
562	WOMEN'S READY-TO-WEAR STORES. . . . .	60	10	3	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	117	37	8	4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	212	32	2	6
5712	FURNITURE STORES. . . . .	81	17	1	2
OTHER 571	HOME FURNISHING STORES. . . . .	49	2	-	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	82	13	1	3
58	EATING AND DRINKING PLACES. . . . .	476	47	3	4
5812	EATING PLACES . . . . .	441	46	3	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	35	1	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	75	8	1	2
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	413	64	5	3
592	LIQUOR STORES . . . . .	28	2	-	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	24	1	-	-
597	JEWELRY STORES. . . . .	30	14	1	1
5992	FLORISTS. . . . .	51	5	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned center known as "Park Road Shopping Center" and establishments on Park Rd. from Holmes Dr. to Montford Dr., and on Montford Dr., from Park Rd. to Woodlawn Rd. (Charlotte)

MRC No. 3 Includes the planned centers known as "Amity Gardens" and "Coliseum Center" and establishments along N.E. Independence Blvd. from Westchester Blvd. to Pierson Dr. (Charlotte)

TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers—Continued (see descriptions below)			
		No. 4	No. 5	No. 6	No. 7
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	62	35	33	27
	SALES . . . . . \$1,000. .	8 848	25 350	15 917	18 567
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	9	13	6	7
	SALES . . . . . \$1,000. .	922	15 087	7 528	5 731
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	31	12	14	11
	SALES . . . . . \$1,000. .	5 977	8 607	5 786	10 419
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	22	10	13	9
	SALES . . . . . \$1,000. .	1 949	1 656	2 603	2 417
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	62	35	33	27
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	4	1	1	1
5251	HARDWARE STORES . . . . .	1	-	1	-
52 EX. 5251	OTHER . . . . .	3	1	-	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	4	3	3	4
531	DEPARTMENT STORES . . . . .	1	1	1	2
533	VARIETY STORES . . . . .	3	-	1	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	-	2	1	-
54	FOOD STORES . . . . .	4	5	4	2
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	3	1	-	3
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	2	3	3	2
56	APPAREL AND ACCESSORY STORES. . . . .	18	6	7	4
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	9	2	2	1
562	WOMEN'S READY-TO-WEAR STORES. . . . .	9	2	2	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	9	4	5	3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	9	3	4	3
5712	FURNITURE STORES. . . . .	5	1	-	1
OTHER 571	HOME FURNISHING STORES. . . . .	1	1	2	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	3	1	2	2
58	EATING AND DRINKING PLACES. . . . .	3	7	1	4
5812	EATING PLACES . . . . .	3	7	1	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-	-	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	2	1	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	13	5	9	3
592	LIQUOR STORES . . . . .	-	1	1	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	1	-	2	1
597	JEWELRY STORES. . . . .	3	2	1	1
5992	FLORISTS. . . . .	-	-	1	-

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. <sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 4 Includes establishments in the area bounded by: Crowell, Beasley, Jefferson, Church, Morgan extended, Morgan, Hayne, Correll, Steward, Jefferson, and Main. (Monroe City, Union County)

MRC No. 5 Includes the planned center known as "K-Mart Plaza" and establishments on South Blvd. (Pineville Rd.) from Emerywood Dr. to Wicker Dr. and on Archdale Dr., Emerywood Dr., and Wicker Dr. from South Blvd. (Pineville Rd.) to Ingleside Dr.

MRC No. 6 Includes the planned center known as "Cotswold Shopping Center" and establishments at the intersection of Randolph Rd. and Sharon Amity Rd. (Charlotte)

MRC No. 7 Includes the planned centers of "Freedom Village Shopping Center" and "K-Mart Shopping Center" and establishments on Freedom Dr. from 2700 to 3099 and on Ledwell Dr. from Freedom Dr. to 1799.

# DURHAM, N.C.

Standard Metropolitan Statistical Area





# DURHAM, N.C.

## City and Major Retail Centers

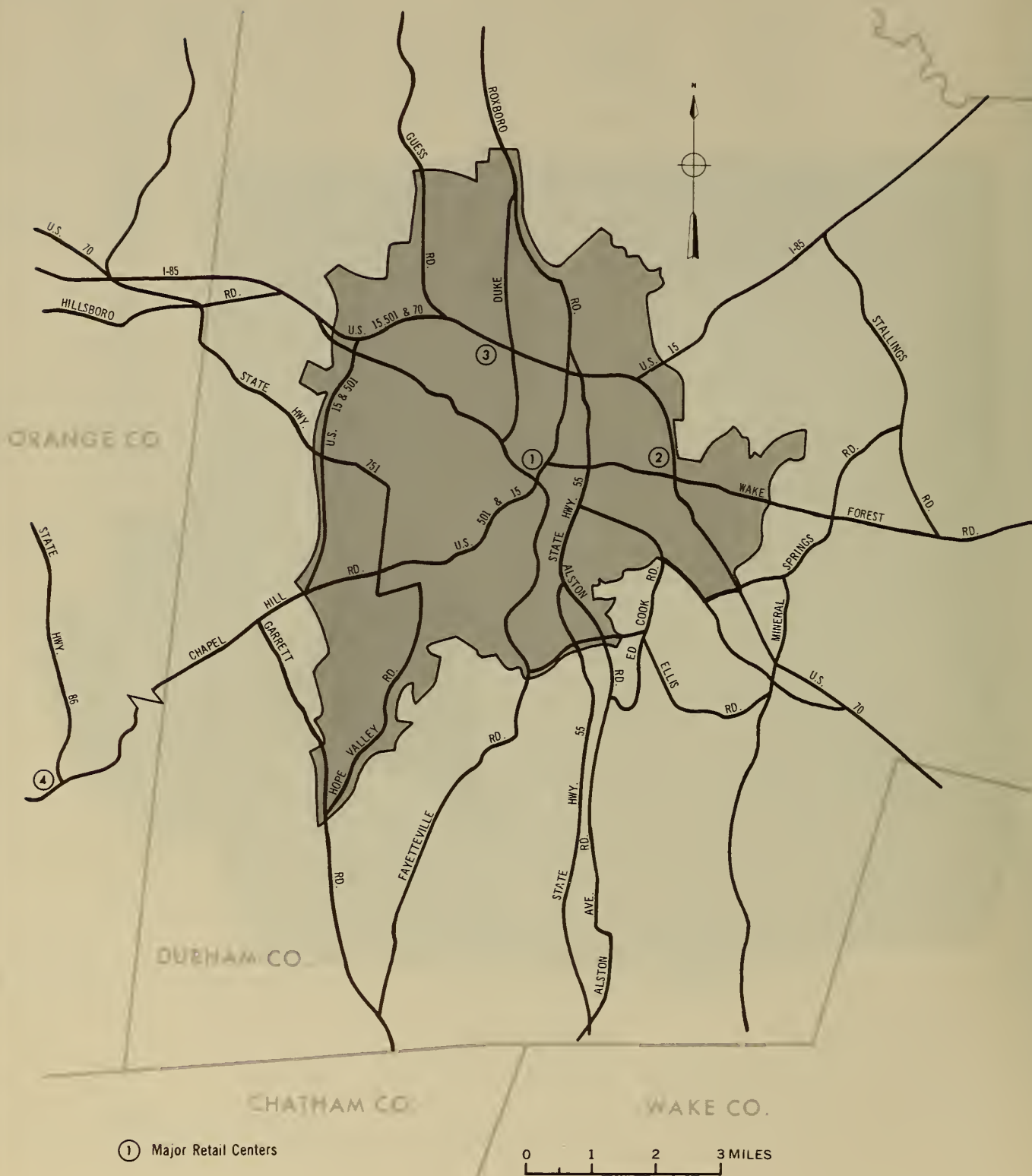




TABLE 1. Major Retail Centers in the SMSA: 1967

DURHAM SMSA—Consists of Durham and Orange Counties, N.C.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)			
			No. 1	No. 2	No. 3	No. 4
	RETAIL STORES, TOTAL: <sup>1</sup>					
	NUMBER . . . . .	1 333	123	31	24	63
	SALES . . . . . \$1,000. .	262 010	52 495	8 437	11 084	14 765
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER . . . . .	536	24	11	5	22
	SALES . . . . . \$1,000. .	89 660	4 072	4 029	5 038	5 935
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>					
	NUMBER . . . . .	244	62	10	14	17
	SALES . . . . . \$1,000. .	61 308	31 727	3 796	5 336	4 490
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER . . . . .	553	37	10	5	24
	SALES . . . . . \$1,000. .	111 042	16 696	612	710	4 340
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 333	123	31	24	63
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS . . . . .	39	3	1	-	3
5251	HARDWARE STORES . . . . .	9	3	-	-	2
52 EX. 5251	OTHER . . . . .	30	-	1	-	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	61	8	3	2	2
531	DEPARTMENT STORES . . . . .	7	3	1	1	1
533	VARIETY STORES . . . . .	20	4	1	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	34	1	1	-	-
54	FOOD STORES . . . . .	286	6	4	1	3
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	71	5	2	-	2
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	217	1	2	-	7
56	APPAREL AND ACCESSORY STORES. . . . .	100	29	5	11	9
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	33	11	3	4	3
562	WOMEN'S READY-TO-WEAR STORES. . . . .	25	9	3	2	3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	67	18	2	7	6
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	83	25	2	1	6
5712	FURNITURE STORES. . . . .	45	15	1	-	2
OTHER 571	HOME FURNISHING STORES. . . . .	11	-	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	27	10	1	1	4
58	EATING AND DRINKING PLACES. . . . .	210	13	6	3	13
5812	EATING PLACES . . . . .	200	12	6	3	11
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	10	1	-	-	2
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	40	5	1	1	6
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	226	28	5	5	12
592	LIQUOR STORES . . . . .	14	-	-	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	10	1	-	-	-
597	JEWELRY STORES. . . . .	20	9	1	1	2
5992	FLORISTS. . . . .	26	2	1	-	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Included the establishments in the area bounded by: Morgan, Morgan Extension, Holloway, Dillard, So. R.R. and N. and W. R.R. (Durham city) Tract 8.01

MRC No. 2 Includes the planned center known as "Wellons Village Shopping Center" and establishments on Holloway St. from Hardee St. to Raynor St. and on N. Miami Blvd. from Liberty St. to Fiske St. (Durham)

MRC No. 3 Includes the planned center known as "Northgate Shopping Center" and establishments on the north side of Club Blvd. W. from Gregson St. to Watts St. (Durham)

MRC No. 4 Includes establishments on east and west Franklin St. from Henderson St. to Roberson St. (Chapel Hill)

# FAYETTEVILLE, N.C.

Standard Metropolitan Statistical Area



# FAYETTEVILLE, N.C.

## City and Major Retail Centers



① Major Retail Centers

0 1 2 3 MILES

TABLE 1. Major Retail Centers in the SMSA: 1967

FAYETTEVILLE SMSA—Coextensive with Cumberland County, N.C.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	No. 2
	RETAIL STORES, TOTAL: <sup>1</sup>			
	NUMBER. . . . .	1 113	210	14
	SALES . . . . . \$1,000. .	234 466	91 358	7 674
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER. . . . .	481	70	6
	SALES . . . . . \$1,000. .	62 311	8 938	(0)
53 PT.56,57	SHOPPING GOODS STORES (GAF): <sup>2</sup>			
	NUMBER. . . . .	195	69	6
	SALES . . . . . \$1,000. .	71 840	42 934	3 399
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER. . . . .	437	71	2
	SALES . . . . . \$1,000. .	100 315	39 486	(0)
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 113	210	14
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS. . . . .	31	9	1
5251	HARDWARE STORES . . . . .	10	3	-
52 EX. 5251	OTHER . . . . .	21	6	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	44	13	2
531	DEPARTMENT STORES . . . . .	7	4	1
533	VARIETY STORES. . . . .	13	5	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	24	4	-
54	FOOD STORES . . . . .	279	19	4
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	78	12	-
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	195	18	-
56	APPAREL AND ACCESSORY STORES. . . . .	66	40	2
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . .	21	12	-
562	WOMEN'S READY-TO-WEAR STORES. . . . .	15	10	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	45	28	2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES .	85	16	2
5712	FURNITURE STORES. . . . .	45	7	-
OTHER 571	HOME FURNISHING STORES. . . . .	9	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . .	31	9	2
58	EATING AND DRINKING PLACES. . . . .	176	42	1
5812	EATING PLACES . . . . .	148	30	1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	28	12	-
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	26	9	1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	133	32	1
592	LIQUOR STORES . . . . .	8	4	-
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	8	1	-
597	JEWELRY STORES. . . . .	17	12	1
5992	FLORISTS. . . . .	15	1	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by: Rowan, Hillsboro, Moore, Lamon Cross Creek, Blounts Creek, Campbell Ave., Blount, Robeson, Bragg Blvd. (Fayetteville City. Tract 1)

MRC No. 2 Includes planned center known as "Tallywood Shopping Center" and establishments at the intersection of Raeford Rd. and Fairfield Rd. (Fayetteville)



# GREENSBORO-WINSTON-SALEM-HIGH POINT, N.C.

Standard Metropolitan Statistical Area



# GREENSBORO-WINSTON-SALEM-HIGH POINT, N.C.

## Central Business Districts



### GREENSBORO

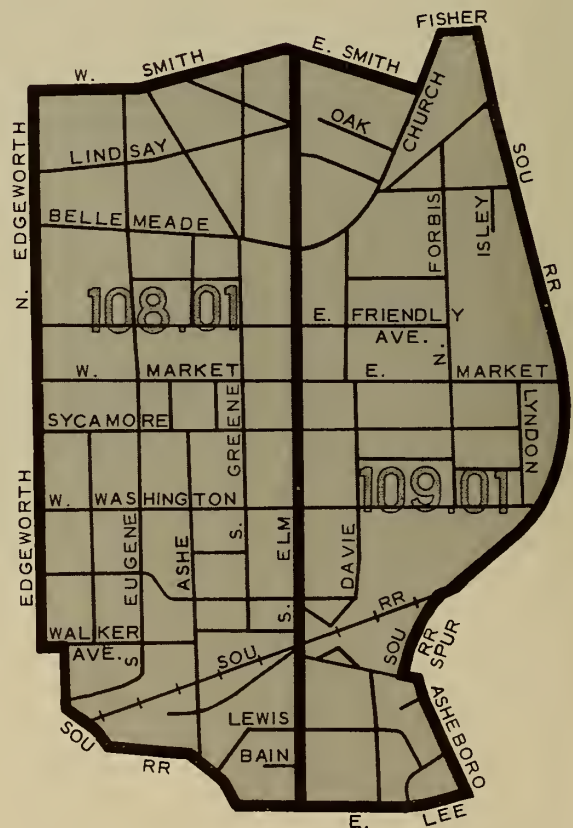
Comprising Census Tracts 108.01 and 109.01

0 1000 2000 3000 FEET

### WINSTON-SALEM

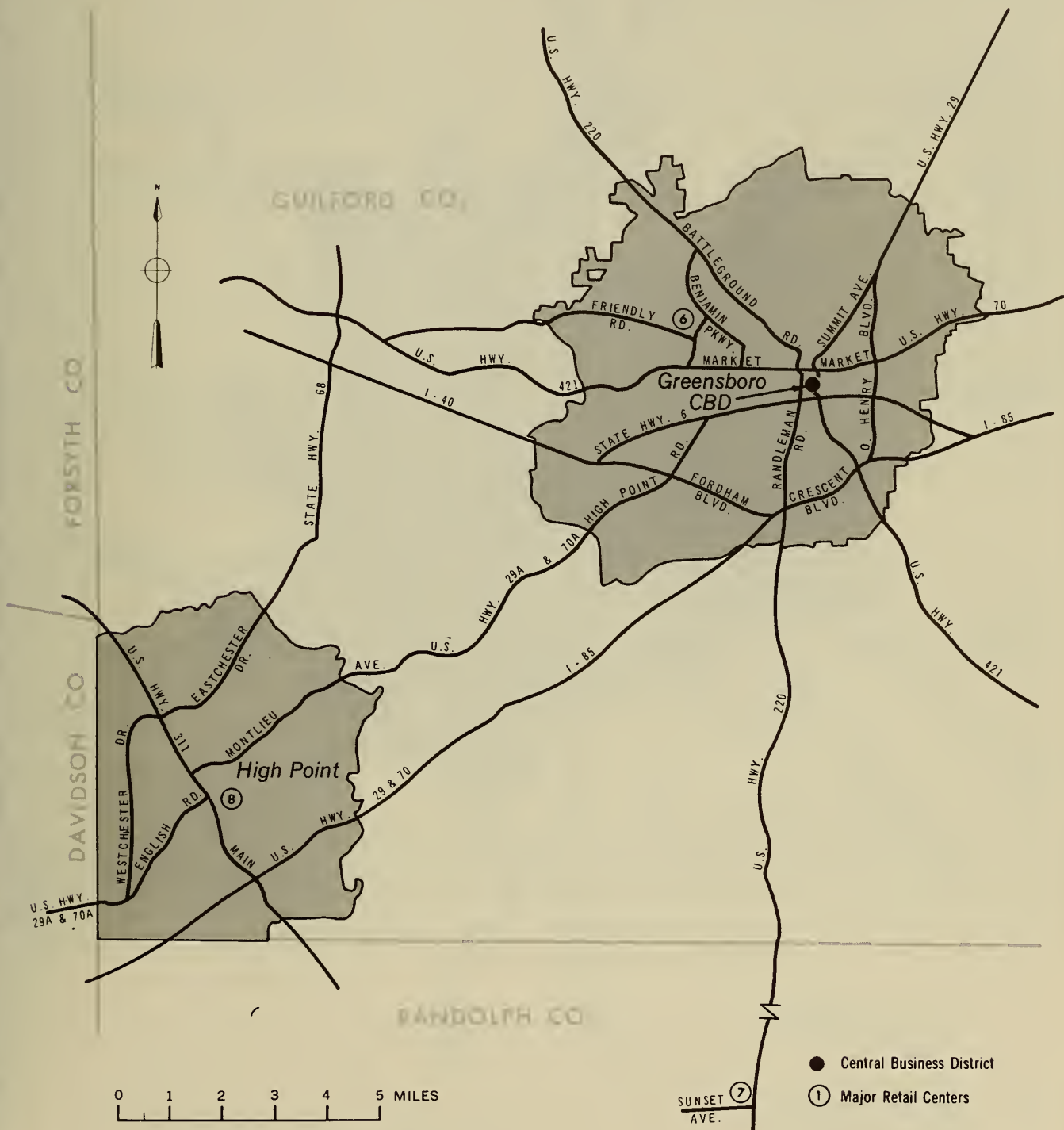
Comprising Census Tract 1

0 1000 2000 FEET



# GREENSBORO-WINSTON-SALEM-HIGH POINT, N.C.

## Cities and Major Retail Centers



# GREENSBORO-WINSTON-SALEM-HIGH POINT, N.C.

## City and Major Retail Centers

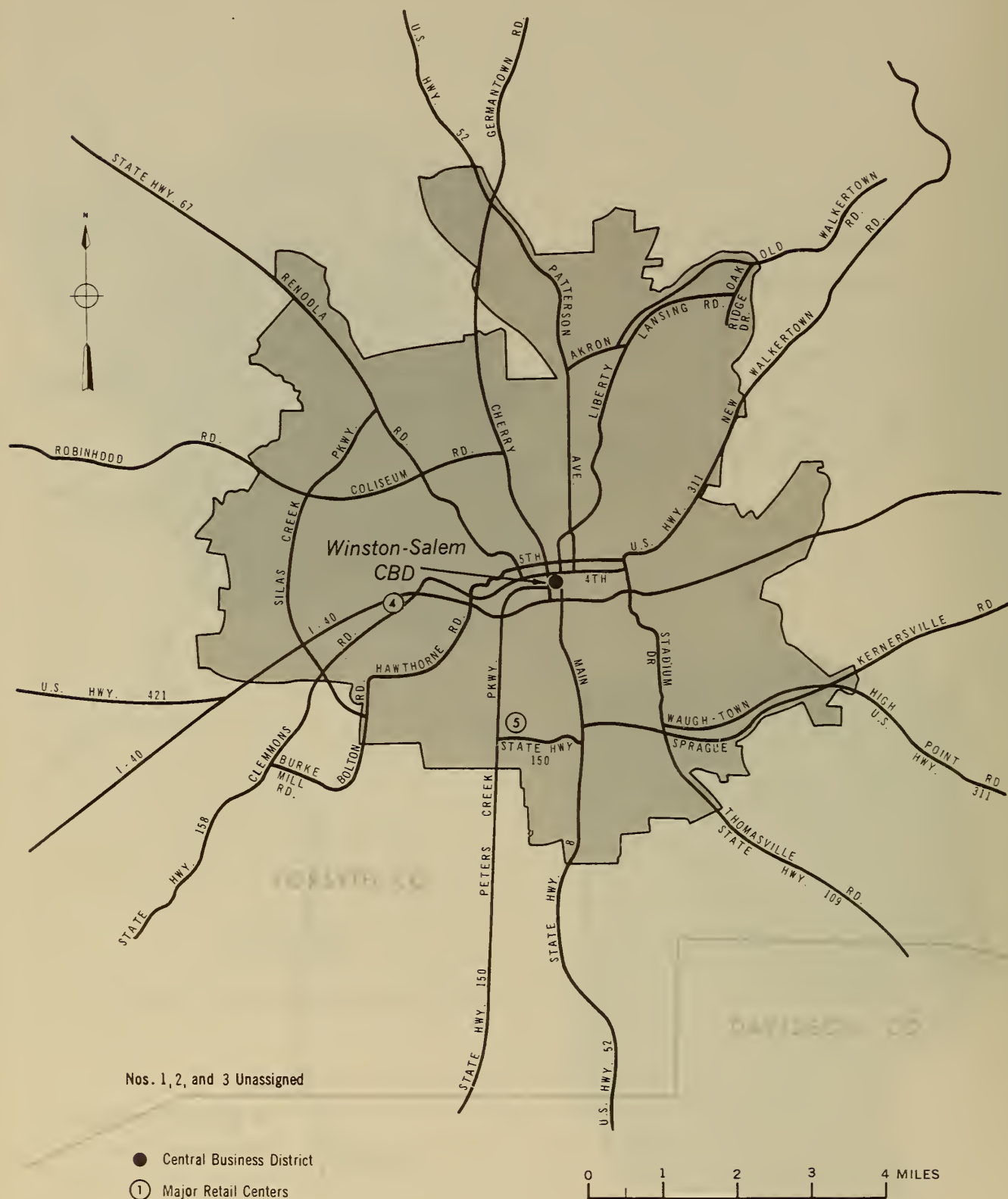




TABLE 1. The Central Business District: 1967 and 1963

## PART A. Greensboro

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12  (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	222	86 079	12 980	3 065	295	96 837	13 180
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	2	(D)	(D)	(D)	8	3 126	385
5251	HARDWARE STORES. . . . .	—	—	—	—	4	630	99
52 EX. 5251	OTHER. . . . .	2	(D)	(D)	(D)	4	2 496	286
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	14	28 111	4 271	1 235	15	24 801	3 858
531	DEPARTMENT STORES. . . . .	4	25 699	3 848	1 086	5	22 468	3 393
533	VARIETY STORES . . . . .	4	1 774	333	117	3	1 857	398
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	6	638	90	32	7	476	67
54	FOOD STORES. . . . .	11	3 210	293	73	16	4 568	384
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	22	26 642	3 209	476	28	35 729	3 646
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	16	(D)	(D)	(D)	26	2 188	258
56	APPAREL AND ACCESSORY STORES . . . . .	48	10 557	1 971	478	57	9 212	1 581
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	13	4 193	880	239	19	4 249	712
562	WOMEN'S READY-TO-WEAR STORES . . . . .	10	4 002	845	221	11	3 882	649
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	35	6 364	1 091	239	38	4 963	869
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	15	3 492	744	137	15	(D)	(D)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	5	(D)	(D)	(D)	4	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	11	1 699	236	57	17	1 572	209
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . .	1	(D)	(D)	(D)	2	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	26	5 930	1 099	220	29	5 545	1 016
5712	FURNITURE STORES . . . . .	15	4 551	866	164	13	4 166	740
OTHER 571	HOME FURNISHINGS STORES. . . . .	3	94	17	3	4	140	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	8	1 285	216	53	12	1 239	259
58	EATING AND DRINKING PLACES . . . . .	28	1 753	457	209	48	2 974	701
5812	EATING PLACES. . . . .	27	(D)	(D)	(D)	45	2 882	692
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	1	(D)	(D)	(D)	3	92	9
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	9	2 235	401	97	7	1 498	284
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	46	5 781	1 023	209	61	7 196	1 067
592	LIQUOR STORES. . . . .	3	(D)	(D)	(D)	2	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	1	(D)	(D)	(D)	2	(D)	(D)
597	JEWELRY STORES . . . . .	9	2 416	553	111	10	1 777	366
5992	FLORISTS . . . . .	2	(D)	(D)	(D)	4	84	14

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 1. The Central Business District: 1967 and 1963--Continued

## PART B. Winston-Salem

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	234	87 203	13 336	3 316	279	85 984	12 731
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	3	(D)	(D)	(D)	6	2 537	451
5251	HARDWARE STORES. . . . .	2	(D)	(D)	(D)	3	(D)	(D)
52 EX. 5251	OTHER. . . . .	1	(D)	(D)	(D)	3	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	19	26 975	4 688	1 182	21	23 891	4 021
531	DEPARTMENT STORES. . . . .	6	20 877	3 568	843	7	18 398	2 948
533	VARIETY STORES . . . . .	4	2 111	373	125	7	2 615	475
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	9	3 987	747	214	7	2 878	598
54	FOOD STORES. . . . .	15	2 753	207	58	15	2 783	181
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	14	24 628	2 732	491	18	27 728	2 868
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	10	(D)	(D)	(D)	10	1 492	255
56	APPAREL AND ACCESSORY STORES . . . . .	60	12 651	2 157	621	69	12 448	2 097
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	19	6 820	1 219	377	20	5 535	926
562	WOMEN'S READY-TO-WEAR STORES . . . . .	14	6 610	1 185	356	14	5 332	893
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	41	5 831	938	244	49	6 913	1 171
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	11	2 870	497	124	14	3 242	550
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	7	800	118	39	14	1 521	263
566	SHOE STORES <sup>3</sup> . . . . .	14	1 740	312	77	21	2 150	358
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	2	(D)	(D)	(D)	-	-	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	19	6 407	1 169	260	23	5 398	1 056
5712	FURNITURE STORES . . . . .	11	4 859	903	190	9	3 354	702
OTHER 571	HOME FURNISHINGS STORES. . . . .	-	-	-	-	1	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	8	1 548	266	70	13	(D)	(D)
58	EATING AND DRINKING PLACES . . . . .	40	2 936	855	310	64	3 412	913
5812	EATING PLACES. . . . .	38	(D)	(D)	(D)	60	3 340	904
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	2	(D)	(D)	(D)	4	72	9
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	10	3 729	542	150	7	2 010	362
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	44	4 563	626	153	46	4 285	527
592	LIQUOR STORES. . . . .	3	(D)	(D)	(D)	1	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	-	-	-	-	-	-	-
597	JEWELRY STORES . . . . .	16	1 812	336	64	13	1 228	233
5992	FLORISTS . . . . .	2	(D)	(D)	(D)	5	177	48

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>r</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

## PART A. Greensboro

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 177	301 848	35 658	9 099	1 138	211 083	25 216
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	47	17 536	2 145	379	48	12 226	1 590
5251	HARDWARE STORES. . . . .	13	1 857	243	64	14	(0)	(0)
52 EX. 5251	OTHER. . . . .	34	15 679	1 902	315	34	(0)	(0)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	46	41 829	5 861	1 731	79	36 954	5 604
531	DEPARTMENT STORES. . . . .	7	34 712	4 871	1 415	7	(0)	3 663
533	VARIETY STORES . . . . .	12	6 550	909	278	46	10 079	1 702
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	27	2 567	281	78	26	(0)	239
54	FOOD STORES. . . . .	190	61 853	4 343	1 251	220	44 691	2 918
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	74	64 845	6 389	1 006	69	39 663	4 046
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	194	21 761	1 735	498	188	15 532	1 351
56	APPAREL AND ACCESSORY STORES . . . . .	95	17 248	2 971	673	97	12 814	2 041
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	34	8 132	1 410	342	41	5 812	917
562	WOMEN'S READY-TO-WEAR STORES . . . . .	24	6 265	1 142	285	26	4 862	786
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	61	9 116	1 561	331	58	7 131	1 145
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	24	4 740	964	175	20	3 691	724
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	6	1 131	106	42	13	(0)	(0)
566	SHOE STORES <sup>3</sup> . . . . .	21	2 888	465	107	22	2 007	275
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	3	244	26	7	3	(0)	(0)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	89	14 634	2 420	474	70	9 423	1 543
5712	FURNITURE STORES . . . . .	38	7 438	1 272	242	34	5 776	957
OTHER 571	HOME FURNISHINGS STORES. . . . .	19	1 845	276	62	9	669	91
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	32	5 351	872	170	27	2 978	495
58	EATING AND DRINKING PLACES . . . . .	206	20 038	4 383	1 797	165	13 038	2 697
5812	EATING PLACES. . . . .	186	18 935	4 236	1 730	147	12 319	2 620
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	20	1 103	147	67	18	719	77
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	42	11 780	2 138	523	35	6 062	1 200
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	193	26 324	3 073	707	167	20 680	2 226
592	LIQUOR STORES. . . . .	12	(0)	(0)	(0)	11	(0)	(0)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	9	(0)	(0)	(0)	7	680	95
597	JEWELRY STORES . . . . .	19	3 326	642	133	14	1 931	399
5992	FLORISTS . . . . .	22	1 108	153	55	24	691	105

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 2. The City: 1967 and 1963—Continued

## PART B. Winston-Salem

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12  (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 150	286 314	(0)	(0)	1 028	199 318	25 351
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	37	14 817	1 711	314	37	11 704	1 410
5251	HARDWARE STORES. . . . .	10	(0)	(0)	(0)	12	(0)	(0)
52 EX. 5251	OTHER. . . . .	27	(0)	(0)	(0)	25	(0)	(0)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	53	48 276	7 176	1 965	47	34 772	5 468
531	DEPARTMENT STORES. . . . .	12	34 389	5 052	1 293	10	22 318	3 417
533	VARIETY STORES . . . . .	16	(0)	(0)	(0)	24	(0)	(0)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	25	(0)	(0)	(0)	13	(0)	(0)
54	FOOD STORES. . . . .	217	58 340	4 517	1 293	219	42 065	3 074
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	83	56 121	5 404	1 000	84	41 757	4 116
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	163	15 160	1 244	388	114	10 622	1 028
56	APPAREL AND ACCESSORY STORES . . . . .	107	24 188	4 024	1 137	98	17 343	2 859
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	39	(0)	(0)	(0)	32	7 217	1 210
562	WOMEN'S READY-TO-WEAR STORES . . . . .	31	(0)	(0)	(0)	21	(0)	(0)
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	68	11 554	1 854	444	66	10 126	1 649
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	18	(0)	(0)	(0)	18	(0)	(0)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	11	(0)	(0)	(0)	*15	2 258	389
566	SHOE STORES <sup>3</sup> . . . . .	23	(0)	(0)	(0)	29	(0)	(0)
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	5	325	58	18	4	(0)	(0)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	79	18 024	3 134	648	70	10 626	2 055
5712	FURNITURE STORES . . . . .	37	8 232	1 531	330	35	6 213	1 369
OTHER 571	HOME FURNISHINGS STORES. . . . .	13	1 552	343	81	11	761	140
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	29	8 240	1 260	237	24	3 652	546
58	EATING AND DRINKING PLACES . . . . .	205	19 813	4 689	1 858	178	11 687	2 886
5812	EATING PLACES. . . . .	186	19 147	(0)	(0)	169	11 358	2 850
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	19	666	(0)	(0)	9	329	36
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	34	11 459	(0)	(0)	27	5 187	976
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	172	20 116	2 185	527	154	13 555	1 479
592	LIQUOR STORES. . . . .	11	(0)	(0)	(0)	12	4 161	154
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	4	(0)	(0)	(0)	5	(0)	(0)
597	JEWELRY STORES . . . . .	22	2 432	(0)	(0)	16	1 644	302
5992	FLORISTS . . . . .	26	1 272	296	101	21	678	142

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

\*Data includes a negligible number of custom tailors.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

GREENSBORO—WINSTON SALEM—HIGH POINT SMSA—Consists of Forsyth, Guilford, Randolph, and Yadkin Counties, N.C.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	4 705	896 680	103 124	27 623	4 537	651 298	73 475
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	178	50 888	6 332	1 200	179	40 487	4 938
5251	HARDWARE STORES. . . . .	44	6 083	758	180	56	7 725	1 037
52 EX. 5251	OTHER. . . . .	134	44 805	5 574	1 020	123	32 762	3 901
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	190	120 159	17 330	5 020	210	86 518	13 145
531	DEPARTMENT STORES. . . . .	24	86 554	12 614	3 471	20	50 186	7 589
533	VARIETY STORES . . . . .	50	19 607	2 824	965	91	22 901	3 697
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . . . . .	117	15 998	2 092	624	99	13 431	1 859
54	FOOD STORES. . . . .	970	195 503	13 229	3 917	1 108	151 154	9 300
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	360	183 800	17 515	3 159	327	135 277	12 498
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	790	71 313	5 273	1 589	704	51 749	4 094
56	APPAREL AND ACCESSORY STORES . . . . .	313	57 024	9 260	2 506	304	42 839	6 571
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	113	26 024	4 471	1 294	110	17 501	2 728
562	WOMEN'S READY-TO-WEAR STORES . . . . .	89	23 443	4 107	1 188	77	15 352	2 457
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	200	31 000	4 789	1 212	194	25 338	3 843
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	63	12 704	2 288	489	56	9 970	1 741
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	27	7 595	1 021	366	50	7 230	960
566	SHOE STORES <sup>3</sup> . . . . .	64	8 692	1 334	313	72	7 008	1 000
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	13	1 147	146	44	16	1 130	142
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	337	51 531	8 085	1 694	313	34 372	5 563
5712	FURNITURE STORES . . . . .	163	27 931	4 432	931	168	21 998	3 715
OTHER 571	HOME FURNISHINGS STORES. . . . .	63	4 578	804	190	45	2 327	407
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	111	19 022	2 849	573	100	10 047	1 441
58	EATING AND DRINKING PLACES . . . . .	724	57 381	12 542	5 134	660	38 969	8 342
5812	EATING PLACES. . . . .	661	54 604	12 129	4 994	603	36 887	8 128
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . . .	63	2 777	413	140	57	2 082	214
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	131	36 799	6 268	1 550	114	19 539	3 726
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	712	72 282	7 290	1 854	618	50 394	5 298
592	LIQUOR STORES. . . . .	39	22 535	905	197	33	11 299	443
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . . . .	21	1 297	169	32	27	1 259	152
597	JEWELRY STORES . . . . .	70	7 737	1 351	304	59	5 050	918
5992	FLORISTS . . . . .	107	4 062	674	224	102	2 601	394

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>1</sup>Revised.<sup>2</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>3</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>4</sup>1967 data limited to "employer" establishments.<sup>5</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

## PART A. Greensboro

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	-11.1	43.0	37.7	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	(D)	43.4	25.7	(D)	5.8	5.7
5251	HARDWARE STORES . . . . .	-100.0	(D)	-21.3	-	0.6	0.7
52 EX. 5251	OTHER . . . . .	(D)	(D)	36.8	(D)	5.2	5.0
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	13.3	13.2	38.9	32.7	13.9	13.4
531	DEPARTMENT STORES . . . . .	14.4	(0)	72.5	29.9	11.5	9.6
533	VARIETY STORES . . . . .	-4.5	-35.0	-14.4	2.1	2.2	2.0
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	34.0	(0)	19.1	0.7	0.9	1.8
54	FOOD STORES . . . . .	-29.7	38.4	29.3	3.7	20.5	21.8
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	-25.4	63.5	35.9	31.0	22.8	20.5
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	(D)	40.1	37.8	(D)	7.2	8.0
56	APPAREL AND ACCESSORY STORES. . . . .	14.6	34.6	33.1	12.3	5.7	6.3
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	-1.3	39.9	48.7	4.9	2.7	2.9
562	WOMEN'S READY-TO-WEAR STORES . . . . .	3.1	28.8	52.7	4.6	2.1	2.6
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	28.2	27.8	22.3	7.4	3.0	3.4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	6.9	55.3	49.9	6.9	4.9	5.7
5712	FURNITURE STORES. . . . .	9.2	28.8	27.0	5.3	2.5	3.1
OTHER 571	HOME FURNISHINGS STORES . . . . .	-32.9	175.8	96.7	0.1	0.6	0.5
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES . . . . .	3.7	79.7	89.3	1.5	1.8	2.1
58	EATING AND DRINKING PLACES. . . . .	-41.1	53.7	47.2	2.0	6.6	6.4
5812	EATING PLACES . . . . .	(D)	53.7	48.0	(D)	6.3	6.1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	(D)	53.4	33.4	(D)	0.3	0.3
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	49.2	94.3	88.3	2.6	3.9	4.1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>2</sup> . . . . .	-19.7	27.3	43.4	6.7	8.7	8.1
592	LIQUOR STORES . . . . .	(D)	(D)	99.4	(D)	(D)	2.5
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	(D)	(D)	3.0	(D)	(D)	0.1
597	JEWELRY STORES. . . . .	35.9	72.2	53.2	2.8	1.1	0.9
5992	FLORISTS. . . . .	(D)	60.3	56.2	(D)	0.4	0.5

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967—Continued

## PART B. Winston-Salem

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1.4	43.6	37.7	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	(D)	26.6	25.7	(O)	5.2	5.7
5251	HARDWARE STORES . . . . .	(O)	(D)	-21.3	(O)	4.0	0.7
52 EX. 5251	OTHER . . . . .	(O)	(D)	36.8	(O)	1.2	5.0
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	12.9	38.8	38.9	30.9	16.9	13.4
531	DEPARTMENT STORES . . . . .	13.5	54.1	72.5	23.9	12.0	9.6
533	VARIETY STORES . . . . .	-19.3	(O)	14.1	2.4	(O)	2.0
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	38.5	(O)	19.1	4.6	(O)	1.8
54	FOOD STORES . . . . .	-1.1	38.7	29.3	3.2	20.4	21.8
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	-11.2	34.4	35.9	28.2	19.6	20.5
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	(O)	42.7	37.8	(O)	5.3	8.0
56	APPAREL AND ACCESSORY STORES . . . . .	1.6	39.5	33.1	14.5	8.4	6.3
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	23.2	(O)	48.7	7.8	(O)	2.9
562	WOMEN'S READY-TO-WEAR STORES . . . . .	24.0	(D)	52.7	7.6	(O)	2.6
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	-15.7	14.1	22.3	6.7	4.0	3.4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	18.7	69.6	49.9	7.3	6.3	5.7
5712	FURNITURE STORES . . . . .	44.9	32.5	27.0	5.6	2.9	3.1
OTHER 571	HOME FURNISHINGS STORES . . . . .	-100.0	103.9	96.7	-	0.5	0.5
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES . . . . .	(O)	125.6	89.3	1.7	2.9	2.1
58	EATING AND DRINKING PLACES . . . . .	-14.0	69.5	47.2	3.4	6.9	6.4
5812	EATING PLACES . . . . .	(D)	68.6	48.0	(O)	6.7	6.1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	(O)	102.4	33.4	(O)	0.2	0.3
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	85.5	120.9	88.3	4.3	4.0	4.1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>2</sup> . . . . .	6.5	48.4	43.4	5.2	7.0	8.1
592	LICUOR STORES . . . . .	(O)	(O)	99.4	(O)	(O)	2.5
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	-	(O)	3.0	-	(O)	0.1
597	JEWELRY STORES . . . . .	47.6	47.9	53.2	2.1	0.8	0.9
5992	FLORISTS . . . . .	(O)	87.6	56.2	(O)	0.4	0.5

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

## PART A. Greensboro

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	28.5	9.6
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	(D)	(D)
5251	HARDWARE STORES . . . . .	-	-
52 EX. 5251	OTHER . . . . .	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	67.2	23.4
531	DEPARTMENT STORES . . . . .	74.0	29.7
533	VARIETY STORES. . . . .	27.1	9.0
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	24.9	4.0
54	FOOD STORES . . . . .	5.2	1.6
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	41.1	14.5
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	(D)	(D)
56	APPAREL AND ACCESSORY STORES. . . . .	61.2	18.5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	51.6	16.1
562	WOMEN'S READY-TO-WEAR STORES. . . . .	63.9	17.1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	69.8	20.5
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	73.7	27.5
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	58.8	19.5
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	40.5	11.5
5712	FURNITURE STORES. . . . .	61.2	16.3
OTHER 571	HOME FURNISHINGS STORES . . . . .	5.1	2.1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	24.0	6.8
58	EATING AND DRINKING PLACES. . . . .	8.7	3.1
5812	EATING PLACES . . . . .	(D)	(D)
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	(D)	(D)
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	19.0	6.1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	22.0	8.0
592	LIQUOR STORES . . . . .	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS . . . . .	(D)	(D)
597	JEWELRY STORES. . . . .	72.6	31.2
5992	FLODRISTS. . . . .	(D)	(D)

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967--Continued

## PART B. Winston-Salem

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	30.5	9.7
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . . .	(0)	(0)
5251	HARDWARE STORES . . . . .	(0)	(0)
52 EX. 5251	OTHER . . . . .	(0)	(0)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	55.9	22.4
531	DEPARTMENT STORES . . . . .	60.7	24.1
533	VARIETY STORES. . . . .	(0)	10.8
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	(0)	24.9
54	FOOD STORES . . . . .	4.7	1.4
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	43.9	13.4
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	(D)	(D)
56	APPAREL AND ACCESSORY STORES. . . . .	52.3	22.2
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	(0)	26.2
562	WOMEN'S READY-TO-WEAR STORES. . . . .	(0)	28.2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	50.5	18.8
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	(0)	22.6
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	(0)	10.5
566	SHOE STORES <sup>3</sup> . . . . .	(D)	20.0
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	(0)	(0)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	35.5	12.4
5712	FURNITURE STORES. . . . .	59.0	17.4
OTHER 571	HOME FURNISHINGS STORES . . . . .	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	18.8	8.1
58	EATING AND DRINKING PLACES. . . . .	14.8	5.1
5812	EATING PLACES . . . . .	(0)	(0)
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	(0)	(0)
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	32.5	10.1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	22.7	6.3
592	LIQUOR STORES . . . . .	(0)	(0)
595	SPORTING GOODS STORES AND BICYCLE SHOPS . . . . .	-	-
597	JEWELRY STORES. . . . .	74.5	23.4
5992	FLORISTS. . . . .	(0)	(D)

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district Greensboro	Central business district Winston-Salem	Major retail centers * (see descriptions below)
					No. 4
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	4 705	222	234	41
	SALES . . . . . \$1,000. . .	896 680	86 079	87 203	18 646
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	1 825	48	65	9
	SALES . . . . . \$1,000. . .	289 683	7 198	9 418	5 543
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	840	88	98	19
	SALES . . . . . \$1,000. . .	228 714	44 598	46 033	9 151
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	2 040	86	71	13
	SALES . . . . . \$1,000. . .	378 283	34 283	31 752	3 952
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	4 705	222	234	41
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS . . . . .	178	2	3	3
5251	HARDWARE STORES . . . . .	44	-	2	1
52 EX. 5251	OTHER . . . . .	134	2	1	2
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	190	14	19	5
531	DEPARTMENT STORES . . . . .	24	4	6	2
533	VARIETY STORES. . . . .	49	4	4	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	117	6	9	1
54	FOOD STORES . . . . .	970	11	15	4
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	360	22	14	1
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	790	16	10	1
56	APPAREL AND ACCESSORY STORES. . . . .	313	48	60	12
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	113	13	19	5
562	WOMEN'S READY-TO-WEAR STORES. . . . .	89	10	14	4
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	200	35	41	7
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	337	26	19	2
5712	FURNITURE STORES. . . . .	163	15	11	-
OTHER 571	HOME FURNISHING STORES. . . . .	63	3	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	111	8	8	2
58	EATING AND DRINKING PLACES. . . . .	724	28	40	4
5812	EATING PLACES . . . . .	661	27	38	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	63	1	2	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	131	9	10	1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	712	46	44	8
592	LIQUOR STORES . . . . .	39	3	3	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	21	1	-	-
597	JEWELRY STORES. . . . .	70	9	16	2
5992	FLORISTS. . . . .	107	2	2	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

r Revised.

\*MRC numbering structure adjusted to accommodate revised definition of standard metropolitan statistical area.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 4 Includes the planned center known as "Thruway Shopping Center" at the intersection of S. Stratford Rd. and the Interstate Expressway (East-West Expressway) and establishments on S. Stratford Rd. from the Interstate Expressway Access Rd. to the west property line of the Thruway Shopping Center. (Winston-Salem)

TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)			
		No. 5	No. 6	No. 7	No. 8
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	33	33	60	168
	SALES . . . . . \$1,000. .	21 172	16 621	9 840	36 896
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	9	8	8	34
	SALES . . . . . \$1,000. .	5 934	5 531	1 028	6 310
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	13	12	37	64
	SALES . . . . . \$1,000. .	10 558	7 000	7 396	19 215
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	11	13	15	70
	SALES . . . . . \$1,000. .	4 680	4 082	1 416	11 371
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	33	33	60	168
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	1	1	1	6
5251	HARDWARE STORES . . . . .	1	1	1	1
52 EX. 5251	OTHER . . . . .	1	-	1	5
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	5	4	7	8
531	DEPARTMENT STORES . . . . .	3	1	1	2
533	VARIETY STORES . . . . .	2	2	2	3
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	-	1	4	3
54	FOOD STORES . . . . .	4	4	3	7
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	2	-	3	17
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	4	2	1	16
56	APPAREL AND ACCESSORY STORES. . . . .	8	6	23	41
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	4	3	10	17
562	WOMEN'S READY-TO-WEAR STORES. . . . .	4	1	10	13
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	4	3	13	24
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	-	2	7	15
5712	FURNITURE STORES. . . . .	-	-	2	9
OTHER 571	HOME FURNISHING STORES. . . . .	-	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	-	2	5	6
58	EATING AND DRINKING PLACES. . . . .	4	2	4	19
5812	EATING PLACES . . . . .	4	2	4	18
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-	-	-	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	1	2	1	8
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	4	10	10	31
592	LIQUOR STORES . . . . .	-	1	-	3
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-	-	-	2
597	JEWELRY STORES. . . . .	1	2	7	6
5992	FLORISTS. . . . .	1	1	-	2

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>R</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 5 Includes the planned center known as "Parkway Plaza" and establishments on Corporation Pkwy. from Peters Creek Pkwy. to Konnoak Dr. and on Peters Creek Pkwy. from Salisbury Rd. to the 2600 block. (Winston-Salem)

MRC No. 6 Includes the planned center known as "Friendly Shopping Center" and establishments in the area bounded by Fairway Dr., Benjamin Pkwy., east side of Green Valley Rd., Friendly Rd., and Pembroke Rd. (Greensboro)

MRC No. 7 Includes establishments on Church St. from Hill St. to Hoover St., on Sunset Ave. from S. Fayetteville St. to No. 330, on S. Fayetteville St. from Worth St. to East Academy St., and on Worth St. from S. Fayetteville St. to No. 115. (Asheboro)

MRC No. 8 Includes those establishments bounded by: Ray Ave., Hamilton, Ray Ave., Oakland Pl., Monroe Pl., Steele, Richardson Ave., Centennial, Mangum, Grimes Ave., Tomlinson, Russel Ave., Dalton, Broad Ave. and Lindsey.

# RALEIGH, N.C.

## Standard Metropolitan Statistical Area



0 5 10 15 MILES



# RALEIGH, N.C.

## City and Major Retail Centers



TABLE 1. Major Retail Centers in the SMSA: 1967

RALEIGH SMSA—Coextensive with Wake County, N.C.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)		
			No. 1	No. 2	No. 3
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	1 754	197	48	44
	SALES . . . . . \$1,000. .	338 902	75 573	14 167	34 389
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	706	61	12	8
	SALES . . . . . \$1,000. .	101 303	9 784	4 454	6 413
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	341	59	24	23
	SALES . . . . . \$1,000. .	95 140	26 258	7 723	25 401
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	707	77	12	13
	SALES . . . . . \$1,000. .	142 459	39 531	1 990	2 575
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 754	197	48	44
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	67	1	1	1
5251	HARDWARE STORES . . . . .	19	-	-	-
52 EX. 5251	OTHER . . . . .	48	1	1	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	145	9	6	6
531	DEPARTMENT STORES . . . . .	8	1	1	3
533	VARIETY STORES. . . . .	62	5	1	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	75	3	4	1
54	FOOD STORES . . . . .	394	13	5	2
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	101	22	-	-
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	261	15	1	3
56	APPAREL AND ACCESSORY STORES. . . . .	89	30	14	16
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	28	10	4	7
562	WOMEN'S READY-TO-WEAR STORES. . . . .	21	8	4	7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	61	20	10	9
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	107	20	4	1
5712	FURNITURE STORES. . . . .	52	13	-	-
OTHER 571	HOME FURNISHING STORES. . . . .	14	1	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	41	6	4	1
58	EATING AND DRINKING PLACES. . . . .	265	43	6	4
5812	EATING PLACES . . . . .	241	39	5	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	24	4	1	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	47	-5	1	2
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	278	39	10	9
592	LIQUOR STORES . . . . .	12	2	1	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	12	-	-	-
597	JEWELRY STORES. . . . .	28	13	2	1
5992	FLORISTS. . . . .	37	3	1	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by: Hillsboro, Salisbury, Edenton, Wilmington, New Bern Ave., East St., Lenoir, Sou. Rwy., Sou. Rwy.-S.A.L. R.R. spur tract, and S.A.L. R.R. (Raleigh city) Tract 1.

MRC No. 2 Includes the planned center known as "North Hills Mall" and establishments on Six Forks Rd. from Rowan St. to U.S. 1 bypass. (Raleigh)

MRC No. 3 Includes the planned center known as "Cameron Village" and the establishments in the area bounded by Smallwood Dr., Clark Ave. and Oberlin Rd. (Raleigh)

# WILMINGTON, N.C.

Standard Metropolitan Statistical Area



# WILMINGTON, N.C.

## City and Major Retail Centers

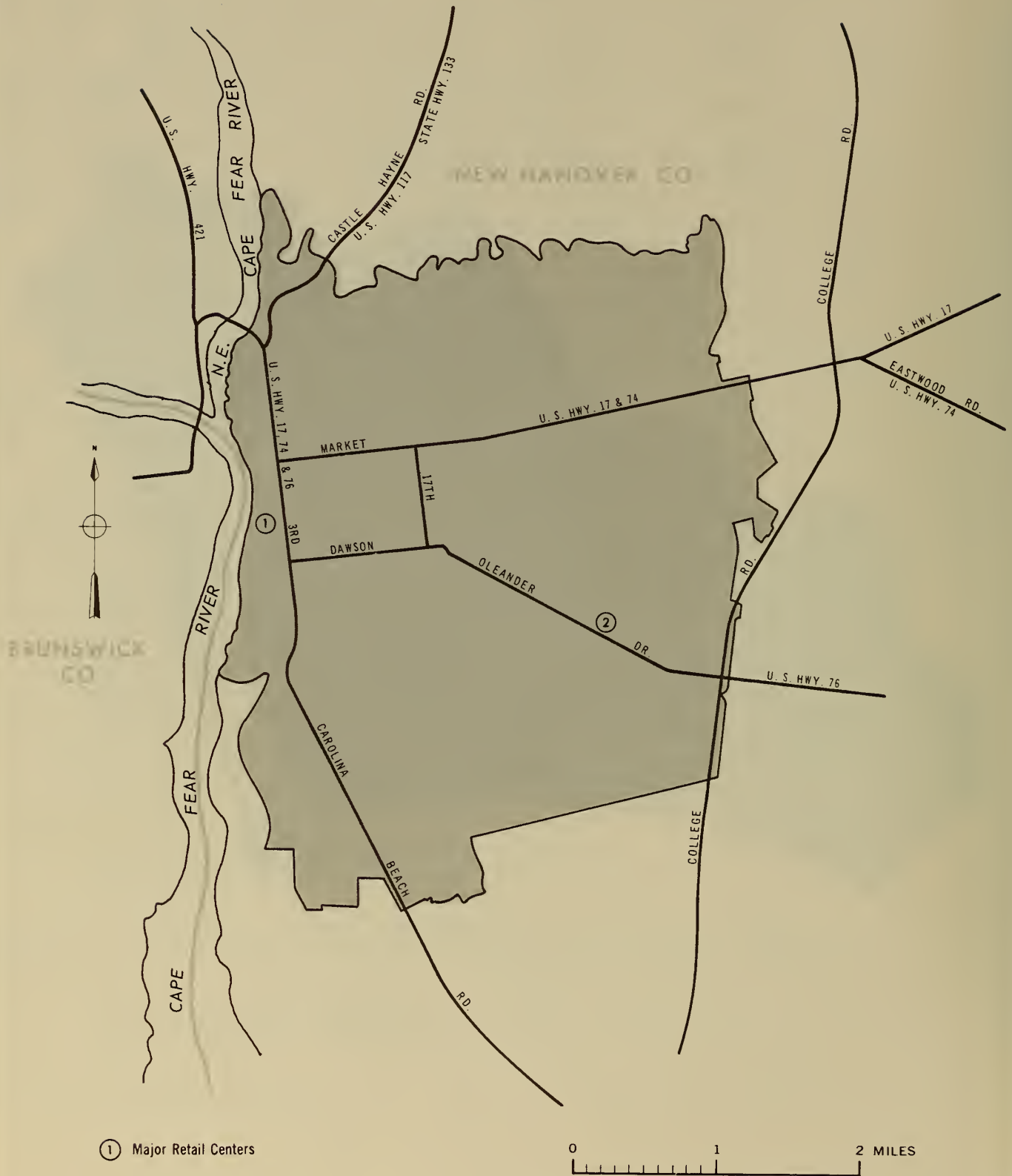




TABLE 1. Major Retail Centers in the SMSA: 1967

WILMINGTON SMSA—Consists of Brunswick and New Hanover Counties, N.C.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	No. 2
	RETAIL STORES, TOTAL: <sup>1</sup>			
	NUMBER . . . . .	1 088	129	29
	SALES . . . . . \$1,000. .	148 983	30 158	20 008
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER . . . . .	505	31	6
	SALES . . . . . \$1,000. .	50 098	3 566	6 156
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>			
	NUMBER . . . . .	168	45	12
	SALES . . . . . \$1,000. .	36 506	14 469	12 563
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER . . . . .	415	53	11
	SALES . . . . . \$1,000. .	62 379	12 123	1 289
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 088	129	29
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS . . . . .	35	4	2
5251	HARDWARE STORES . . . . .	15	2	-
52 EX. 5251	OTHER . . . . .	20	2	2
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	54	7	4
531	DEPARTMENT STORES . . . . .	5	2	2
533	VARIETY STORES . . . . .	14	3	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . . . . .	35	2	-
54	FOOD STORES . . . . .	247	5	3
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	59	11	1
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	166	5	8
56	APPAREL AND ACCESSORY STORES . . . . .	59	26	7
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	20	12	2
562	WOMEN'S READY-TO-WEAR STORES . . . . .	13	10	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	39	14	5
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	55	12	1
5712	FURNITURE STORES . . . . .	29	6	-
OTHER 571	HOME FURNISHING STORES . . . . .	6	1	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	20	5	1
58	EATING AND DRINKING PLACES . . . . .	225	21	2
5812	EATING PLACES . . . . .	199	19	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	26	2	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	33	5	1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	155	33	-
592	LIQUOR STORES . . . . .	15	1	-
595	SPORTING GOODS STORES, BICYCLE SHOPS . . . . .	14	1	-
597	JEWELRY STORES . . . . .	10	9	-
5992	FLORISTS . . . . .	12	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by: Parsley (U.S. Hwy. 421), 3rd, Carolina Beach Rd., Greenfield Creek, east harbor line of Cape Fear River and Northeast Cape Fear River. (Wilmington City Limits). Wilmington City Tract 113

MRC No. 2 Includes the planned centers known as "Azalea Plaza" and "Hanover Center" and establishments on Oleander Dr. from Independence Blvd. to 39th St. (Wilmington)

# Appendix

## GENERAL EXPLANATION

### CENSUS COVERAGE

**Method of Coverage**—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all "employer" establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for "nonemployers" was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the "mail universe" and the "nonmail" universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

1. The "nonmail" universe—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. All "nonemployers"—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See "Comparison of the 1963 Census With the 1967 Census," item 4, on the next page.)

In the 1967 Census, data for all nonemployer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the nonemployer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail nonemployer firms which reported as a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. Selected "small employers"—"Employers" consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the "mail" universe). The cutoff varied by kind of business and was designed, in most cases, to limit the "nonmail" group to establishments which would account for approximately 20 percent of total sales in each kind of business. The "number-of-employee" equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for "under cutoff" employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

2. The "mail" universe—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The "mail" universe includes the following categories:

a. Firms in the census prec canvass—The census prec canvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the prec canvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the prec canvass.

b. Firms not in the census prec canvass—Other firms included in the "mail" universe consist of the following categories:

- (1) The 10 percent of "small employer" firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

**Comparison of the 1963 Census with the 1967 Census**—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

1. **Classification**—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for "nonemployer" firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of "employer" and "nonemployer" establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

- a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.
- b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.
- c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.
- d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

2. **Areas**—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

3. **Active proprietors**—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two



proprietors for each establishment in business during the week of November 15. In this report, the count of active proprietors is based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multiunit firms:

- a. All "employer" firms which had a first quarter 1967 payroll.
- b. All "nonemployer" firms in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. Coverage of nonemployers—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census non-employer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an in-scope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. Payroll—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual<sup>1</sup> for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store),

only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

**Sales**—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

**Payroll, entire year**—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons which are reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include compensation of proprietors or of partners. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

**Paid employees for the pay period including March 12, 1967**—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1967. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

As noted in the introduction, this report does not include data for nonstore retailers (part of SIC major group 53).

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC

<sup>1</sup> Executive Office of the President, Bureau of the Budget, Standard Industrial Classification Manual, 1967.



Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities or lines of merchandise are characteristic of different kinds of business will be available in the Census of Business report, Merchandise Line Sales, Series BC67—MLS.)

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

#### BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint, glass, housewares, household appliances, cutlery, and roofing materials.

#### GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Except "Nonstore Retailers")

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent of

total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self-designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

#### FOOD STORES (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

#### AUTOMOTIVE DEALERS (SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores." Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

#### GASOLINE SERVICE STATIONS (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

#### APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's clothing, specialty stores; furriers (SIC 562, 563, and 568)—Comprises the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales



of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

**Women's accessory and specialty stores (SIC 563)**—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery) and women's accessories and specialties, such as millinery (ready to wear and custom made), foundation garments, lingerie, gloves, and handbags. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

**Furriers and fur shops (SIC 568)**—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling any one line or a combination of the lines of men's, women's, and children's footwear.

**Apparel and accessory stores, n.e.c. (SIC 564, 567, and 569)**—Comprises the following industries:

**Children's and infants' wear stores (SIC 564)**—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

**Custom tailors (SIC 567)**—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order. Establishments primarily selling furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

**Miscellaneous apparel and accessory stores (SIC 569)**—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

#### FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware,

domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. (Establishments selling household appliances, record players, and radio and TV sets, are also included if receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.)

**Home furnishings stores (SIC 571, except 5712)**—Establishments primarily selling floor coverings; curtains, draperies, and upholstery materials; china, glassware, and metalware; lamps and lampshades; blinds and window shades; picture frames and mirrors; etc.

**Household appliance, radio-TV, music stores (SIC 572 and 573)**—Comprises the following industries:

**Household appliance stores (SIC 572)**—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

**Radio and television stores (SIC 5732)**—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

**Record shops (part of SIC 5733)**—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

**Musical instrument stores (part of SIC 5733)**—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

#### EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or "take-home" consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in SIC 54 as "Food Stores."

**Eating places (SIC 5812)**—Comprises the following industries:

**Restaurants, lunchrooms, caterers**—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods

and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

**Cafeterias**—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

**Refreshment places**—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbequed chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group and are not included in this series of reports.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

#### DRUG STORES AND PROPRIETARY STORES (SIC 591)

**Drug stores (part of SIC 591)**—Establishments selling prescriptions, proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

#### MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

**Liquor stores (SIC 592)**, also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Sporting goods stores; bicycle shops (SIC 595)**—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and

other sports; and gymnasium and playground equipment. Also, establishments primarily selling bicycle and bicycle parts and accessories.

**Jewelry stores (SIC 597)**—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

**Florists (SIC 5992)**—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises.

In addition to the kinds of business described above, for which data are shown separately in this report, this group includes other retail stores, such as antique and secondhand stores; hay, grain, feed, and other farm supply stores; garden supply stores; coal, wood, ice, fuel oil, and liquefied petroleum gas dealers; cigar stores, stands; newsdealers, newsstands; gift, novelty, souvenir shops; optical goods stores; typewriter stores; luggage, leather goods stores; hobby, toy, game shops; religious goods stores; pet shops; and other establishments selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, and other lines not elsewhere classified. Although data for these establishments are not shown separately, they are included in the group total.

#### NONSTORE RETAILERS (Part of SIC Major Group 53)

The establishments primarily engaged in these activities are not included in this series of reports of the 1967 Census of Business but are included in all other retail trade publications of the census. Included in this classification are mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations. In this census, the sales made at catalog sales desks in retail stores were tabulated as part of the stores' sales rather than as a part of the sales of mail-order houses, as had been done in the earlier censuses.

#### SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.



# Current Business Reports

The Bureau of the Census publishes the results of its continuing surveys in a series of reports issued weekly, monthly, quarterly, and annually. Listed below are selected reports which comprise a valuable reference library on current business developments.

## COUNTY BUSINESS PATTERNS (CBP)

Data on mid-March employment and January-March payrolls taxable under the Federal Insurance Contributions Act are published annually in these reports for the United States, States, counties, and standard metropolitan statistical areas. These statistics are shown for many kinds of business under the following broad industry groups: Agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

## RETAIL TRADE REPORTS

**Weekly Retail Sales**—Estimates of weekly retail sales for the United States for selected major kind-of-business groups, including figures for the comparable weeks in the previous year. Issued each Thursday.

**Monthly Department Store Sales for Selected Areas**—Monthly dollar sales volume and the percent change in sales compared with the previous month and the same month in the previous year. Cumulative year-to-date comparisons with data for the previous year are also shown. Data are collected in about 200 standard metropolitan statistical areas, cities, and other areas.

**Advance Monthly Retail Sales**—Advance estimates of monthly retail sales for the United States by major kind-of-business groups. Sales data are shown for seasonal variation and trading day differences, in adjusted as well as in unadjusted form. Issued about 10 days after the end of the month covered.

**Monthly Retail Sales**—Estimates of monthly retail sales for the United States by major kind-of-business groups and selected individual kinds of business; separate figures shown, in more limited kind-of-business detail, for firms operating 11 or more retail stores. Summary sales data presented for geographic regions and divisions, and for 15 large States and 20 large standard metropolitan statistical areas. Also included are national estimates of end-of-month accounts receivable balances for retail stores.

**Annual Retail Trade Report**—Estimates of inventories held by retailers in the United States by major kind-of-business groups and selected individual kinds of business. Separate figures shown in more

limited kind-of-business detail for firms operating 11 or more retail stores. Also shown are sales-inventory ratios as well as per capita sales, by kind-of-business for the United States, by major kind-of-business groups for geographic regions, and summary figures for geographic divisions and for the larger States and standard metropolitan statistical areas.

## MONTHLY WHOLESALE TRADE REPORT

This report includes estimated dollar sales, end-of-month inventories, and stock-sales ratios of merchant wholesalers, by kind of business for the current month, with comparisons for previous months. Dollar volume sales estimates are shown by geographic division in total and for durable and non-durable kind-of-business subtotals. Sales and inventory trends (percent changes) are shown by detailed kinds of business at the national level and for selected categories by geographic division. Measures of sampling variability are given. United States data are shown adjusted for seasonal variations and, in the case of sales, also for trading-day differences.

## MONTHLY SELECTED SERVICES RECEIPTS

This report provides data on monthly receipts of six major kind-of-business groups of services: Hotels, motels, tourist courts, trailer parks, and camps; personal services; business services; automotive services; miscellaneous repair services; and motion picture, amusement, and recreation services. Comparable data for the previous months and for the same month in the previous year are also shown, in addition to the percent changes. Data are shown both unadjusted and adjusted for seasonal variations and trading day differences.

## OTHER CURRENT BUSINESS REPORTS

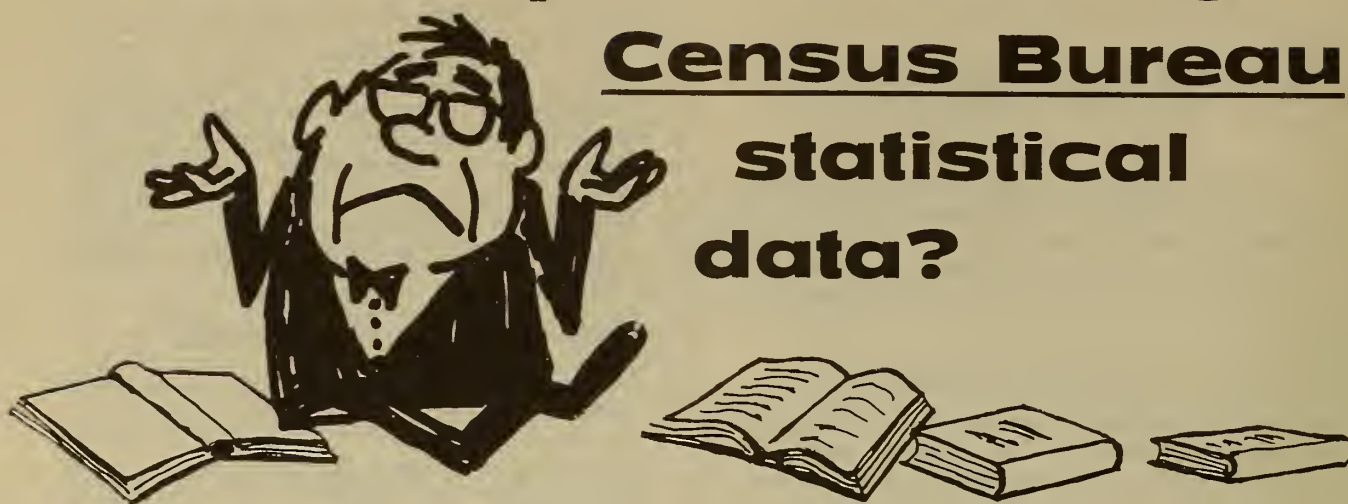
**Canned Food Report**—This report is issued as of five dates—January 1, April 1, June 1, July 1, and November 1—to show total stocks of wholesale distributors and canners, including warehouses of retail multiunit organizations, of selected canned food items (vegetables, fruits, juices, fish). In the January 1 report separate data are shown for the No. 10 can size, as well as for warehouse stocks of retail multiunit organizations.

**Green Coffee Inventories and Roastings**—This quarterly report provides estimates of green coffee inventories held by roasters, importers, and dealers, the quantity of green coffee roasted, and the amount roasted for soluble use, by quarters, for the current and previous three years. Also included are quarterly imports of green coffee during the same period.

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*For additional information on the contents and subscription prices of these reports, write to Bureau of the Census, Washington, D.C. 20233.*

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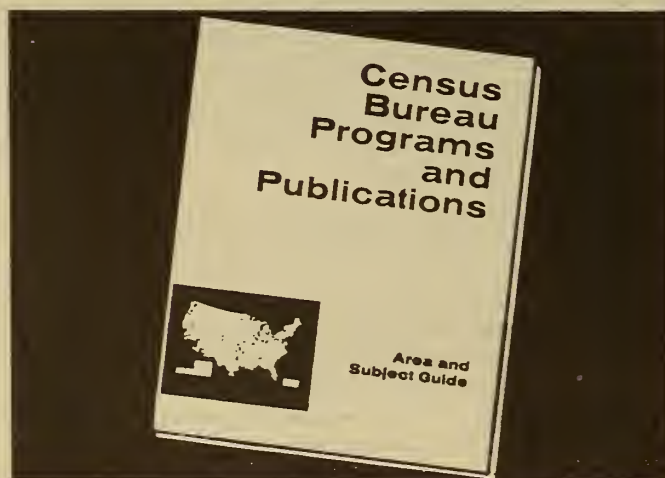
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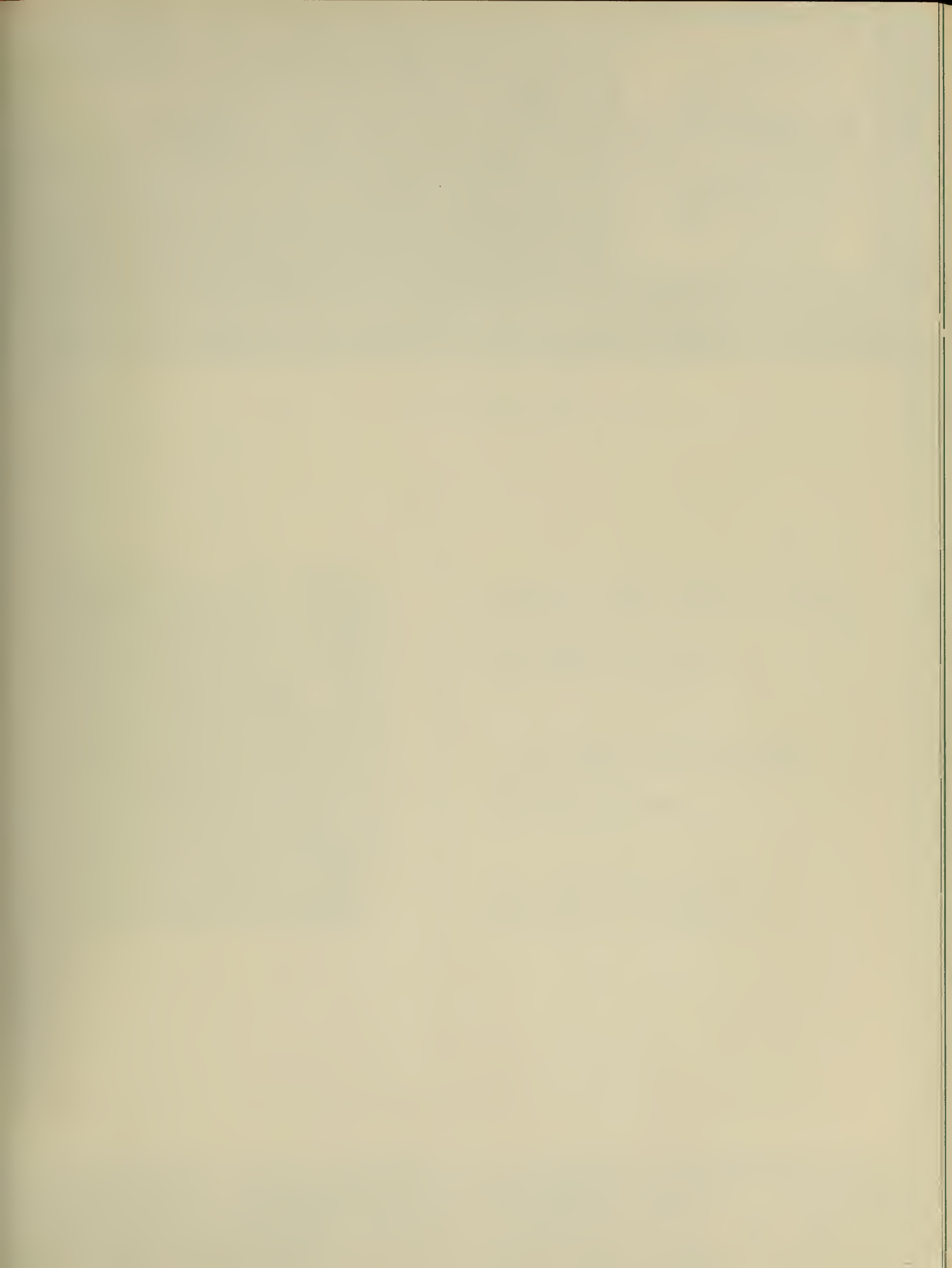
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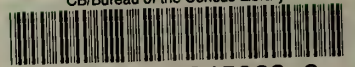




United States. Bureau of the Census.  
1967 census of business : major retail centers in standard metropolitan statistical areas.      Census T 3065 UN3 1967 BC67-MRC v.3



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